

**PERANCANGAN *MOTION GRAPHIC* UNTUK PROMOSI USAHA  
“ANDRE *BARBERSHOP*” SINGARAJA, BALI**

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**Program Studi D-III Desain Komunikasi Visual**

**ABSTRAK**

Tugas Akhir Perancangan *Motion Graphic* untuk Promosi Usaha “Andre *Barbershop*” Singaraja ini bertujuan untuk merancang media promosi *motion graphic* agar mampu menarik minat calon konsumen untuk potong rambut di usaha “Andre *Barbershop*”, media promosi *motion graphic* akan di *posting* dalam akun “Andre *Barbershop*” yang didalamnya memuat tentang jasa pelayanan, fasilitas dan keunggulan dari usaha “Andre *Barbershop*”. Serta merancang media promosi pendukung yang terdiri dari poster, *flyer*, buku katalog foto model rambut pria, *social media post*, gantungan kunci, *t-shirt*, dan stiker.

Proses merancang karya desain komunikasi visual ini diawali dengan riset dan metode perancangan media ini meliputi pemilihan media berkarya, pemaparan konsep dan proses pembuatan media. Hasil perancangan desain komunikasi visual ini adalah berupa delapan jenis desain media yaitu sebuah video *motion graphic* dan media pendukung yang terdiri dari poster, *flyer*, buku katalog foto model rambut pria, *social media post*, gantungan kunci, *t-shirt*, dan stiker.

Kata Kunci : Perancangan, *Motion Graphic*, Media

## **ABSTRACT**

*This Final Project of Motion Graphic Design for "Andre Barbershop" Singaraja Business Promotion aims to design motion graphic promotion media to be able to attract potential consumers to get a haircut in the "Andre Barbershop" business, motion graphic promotional media will be posted on the "Andre Barbershop" account. which contains the services, facilities and advantages of the "Andre Barbershop" business. As well as designing supporting promotional media consisting of posters, flyers, photo catalog books for men's hairstyles, social media posts, key chains, t-shirts, and stickers.*

*The process of designing this visual communication design work begins with research and this media design method includes the selection of media works, presentation of concepts and the process of making media. The results of this visual communication design design are in the form of eight types of media designs, namely a motion graphic video and supporting media consisting of posters, flyers, photo catalog books for men's hairstyles, social media posts, key chains, t-shirts, and stickers.*

*Keywords: Design, Motion Graphic, Media*

